

Engaging Men as *Active Allies*

B  **EQUALITY**  **Y O N D**

RETHINK MASCULINITIES





Who We Are

Beyond Equality is a leading provider of corporate engagement and training programs.

We specialise in engaging men in conversations that lead to action in support of a more inclusive working environment.

In rethinking masculinities we support men in becoming part of the solution to inequality.

94,280

Participants

Total number of workshop attendees since 2014

>93%

Approval Rating

Participants recommended BE to other workplace colleagues

11

Years

Since initially founded in the UK

316

Trainings

Successfully delivered to workplaces since 2020



NETWORKING
HUB

ORED BY

um
and others



- If you are able to go for a walk after dark without planning your route?
- If you've never had to consider care arrangements before accepting a job role?
- If you have never in your career felt worried or afraid about working late with a colleague?
- If you have never had to change the way you looked or sounded to gain credibility or encourage acceptance by your colleagues?

OUR SOLUTION

Equipping Men With Skills For Change

Our approach delivers the essential toolkit for transformation. We equip men with skills and frameworks to foster a culture of proactive leadership and meaningful, positive change.



Individual Responsibility For Men

Allowing men to be part of the solution with practical tools. Helping men understand themselves and those around them.



Inclusive Mindsets

Going beyond checkbox exercises to deeply ingrain practices and mentality that celebrates diversity.



Commitment To Proactive Allyship

Teaching men to lead collaboratively and by example. Helping them inspire collective growth and respect.

Why choose Beyond Equality?

Experts in Engaging Men and Boys toward positive masculinities

At Beyond Equality, **we specialise in working with men and boys to build more equitable, inclusive cultures - at home, in communities, and crucially, in workplaces.** For over a decade, we've been at the forefront of efforts to challenge harmful gender norms and promote healthier, more inclusive forms of masculinity. In doing so, we help organisations foster environments where everyone can thrive.

Today, there is growing awareness that many men are facing profound challenges. From rising mental health issues and emotional isolation to the growing influence of online misogyny, the data paints a clear picture: **boys and men are struggling** - and in some cases, causing real harm to others. These issues show up everywhere - including in our offices, on our leadership teams, and in our workplace cultures.

Rigid gender norms not only limit men - they damage morale, trust, and psychological safety across organisations. When left unaddressed, they contribute to inequality, undermine wellbeing, and increase the risk of misconduct or harm. But **when we engage men in the conversation - when we support them to question outdated norms, reflect on their impact, and take ownership of their role in shaping inclusive workplace culture - meaningful change becomes possible.**

That's where Beyond Equality comes in.

We create safe spaces where workplace teams can explore issues like leadership, power, and accountability. We work closely with groups of men to build their capacity for active allyship. We support individuals to move from awareness to action, equipping them to lead inclusively, challenge inequality, and model the behaviours that drive cultural change.

Why choose Beyond Equality?

Our expert-led workshops and programmes are grounded in evidence and shaped by real-world experience. We're regularly consulted as the experts in our field, contributing to academic research, briefing Parliament and producing sector-leading resources and toolkits such as our schools toolkit produced with the National Education Union.

This year alone, we've:

- Contributed to a **Parliamentary research briefing on violence against women and girls in schools**, coordinated by the **Parliamentary Office of Science and Technology (POST)**.
- Been invited to speak at **Parliament** and **10 Downing Street** to advise on engaging men and boys in primary prevention work.
- Participated in the **Independent Pornography Review taskforce**, co-chaired by Baroness Bertin and the BBFC, where we provided expertise on harmful online ecosystems affecting young men.
- Joined the **University of Birmingham's cross-sector task force** on tackling the harms of the "manosphere" and male online radicalisation.
- Continued to collaborate closely with the **End Violence Against Women Coalition** as network members, shaping national strategies to prevent gender-based violence.

Over the last eleven years, we've worked with thousands of men and boys and the workplaces, institutions and communities within which they belong. Our approach is collaborative, responsive, and deeply human - because we know that rethinking masculinity is not just a moral imperative, it's also a strategic one.

The time for action is now—and we're ready to help you lead the way.

Why work with us?

Our intervention model at Beyond Equality has identified five core issues related to inequality in the workplace.

Across our programs we address these issues and give men the tools, skills and confidence to solve them.

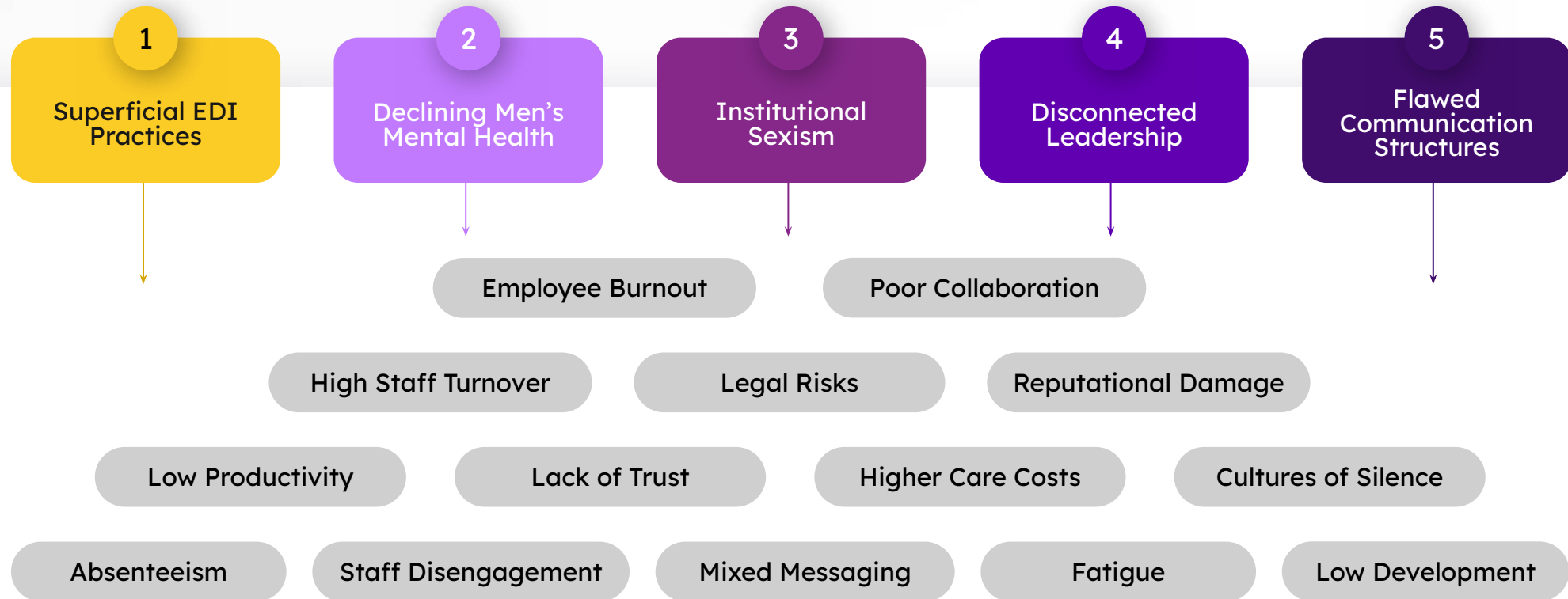


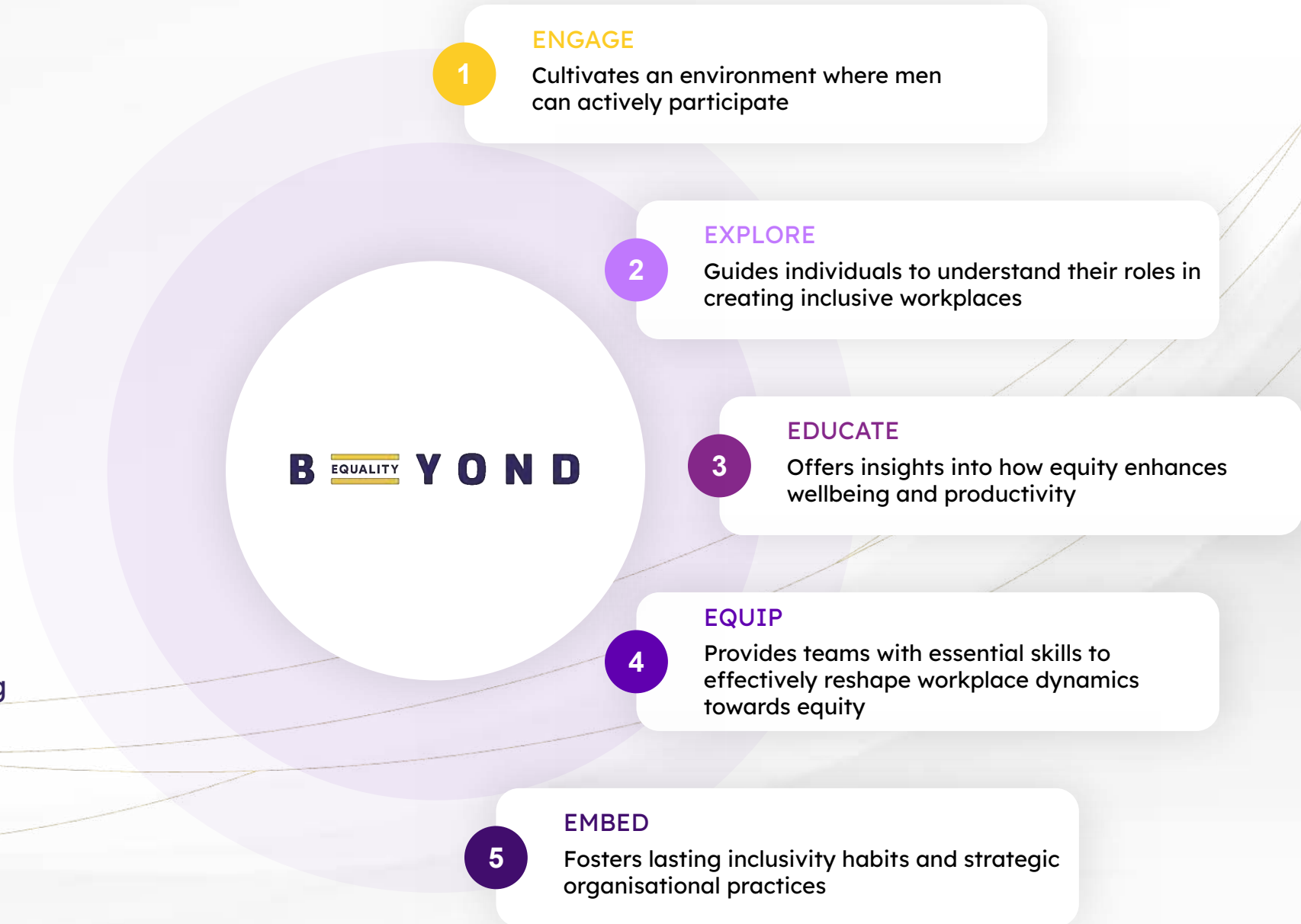
Diagram created by Beyond Equality. Not suitable for copy or distribution.

EXPERTISE

A Proven Change Model

Our 5-step approach is a proven change model grounded in academic research and real-world results.

It consistently creates frameworks for individual change and enduring organisational growth.



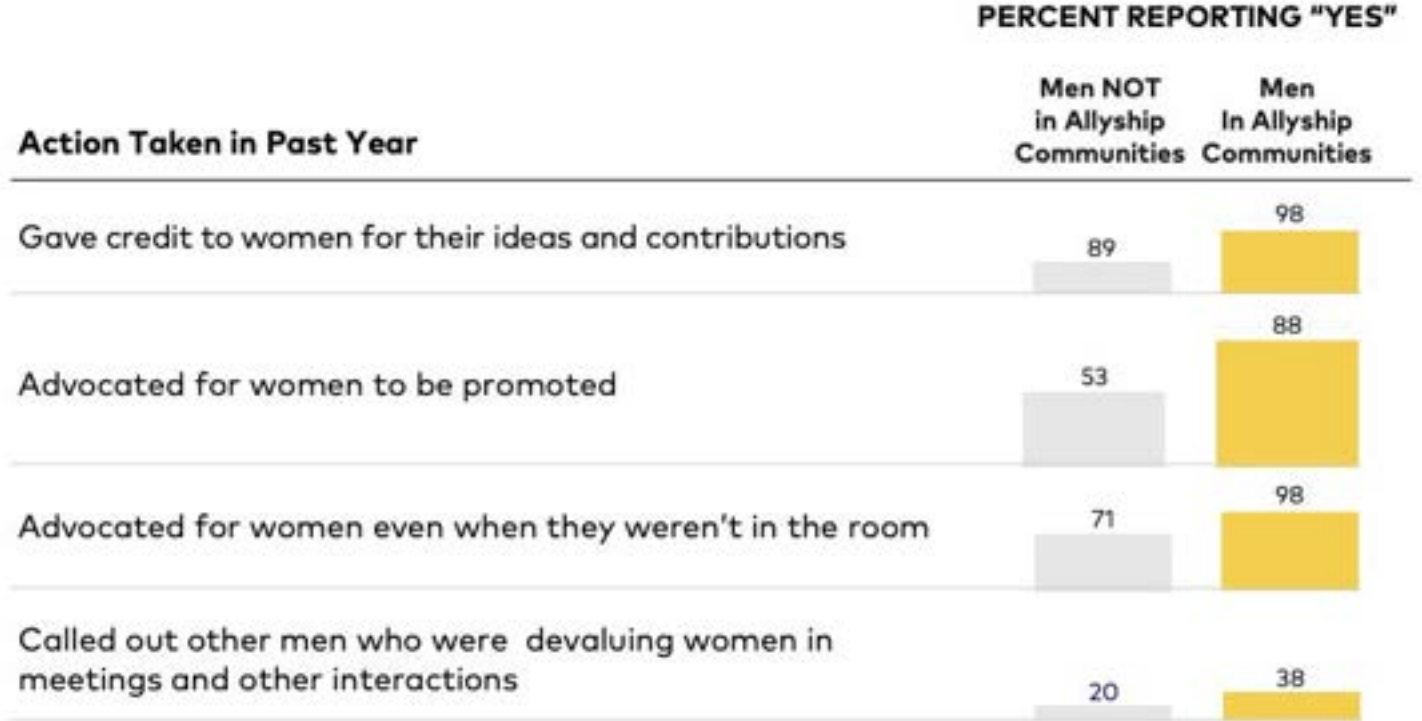
Missed Opportunities for Engaging Men

Based on our 10+ years of working with men, we know that when they do not participate in allyship and inclusive leadership programs inside their organisations it works to perpetuate systemic inequalities.

The lack of men as allies in the workplace is a significant barrier to achieving more equitable corporate goals, KPIs and their own performance development.

The failure of organisations to engage men in action rooted in allyship and EDI stagnates progress towards healthier workplace cultures for all.

Our training programmes and workshops have been designed to proactively engage men in workplace cultural transformation.



Have you personally taken these actions in the past year?

The 2022 IWL State of Allyship-In-Action Benchmark Study, highlights the detrimental impact of men not being involved in Allyship programmes and communities. Without active participation, men who are not engaged in Allyship communities are less likely to advocate for gender equity or take proactive steps towards positive team behaviour.

Source: Integrating Women Leaders Foundation (IWL), 2022 State of Allyship-In-Action Benchmark Study

Training programs and workshop sessions



Ben Hurst keynote at Plymouth workplace conference, November 2022

Beyond Equality Corporate Offer

	1. Seminars & Keynotes	2. Workshops	3. Training Programmes
Purpose	• Introduce to the topic of masculinities • Educate your team on what they need to know more about • Inform them how to do more, together	• Engage people in collaborative conversations • Dissect norms and stereotypes that limit and exclude • Explore what their role is in creating change	• Upskill your people with the tools to lead inclusively • Develop the way men understand their leadership role • Embed collective learning into your workplace culture
Summary	<i>Our seminars and keynotes offer organisations an excellent starting point to advance inclusion and equity efforts by exploring diverse perspectives on contemporary masculinities, for greater awareness and collaboration towards creating a more equitable and inclusive environment.</i>	<i>Our workshops are designed to address some of the most common workplace barriers when it comes to culture, community and communication. Our tried and tested approach creates learning spaces that encourage participants to reflect, peer-learn and collaborate effectively in creating more inclusive workplaces.</i>	<i>Our inclusive leadership programmes have been crafted and perfected to deliver and embed lasting change within organisations. Tailored to your team's needs we upskill and support men to actively lead more inclusively. We ensure they understand the root causes of exclusion, and equip them with the knowledge, skills and confidence to take long term action.</i>
Highlights	• Up to 50 people • Online or in-person • 1 hour • Lively Presentation	• Up to 20 people • Online or in-person • 2-3 hours • Highly interactive	• Up to 12 men • Majority in-person • 2-3 days training • Professional Development & Action Planning

Seminars & Keynotes



Introduce, Educate, Inform

Quick Look

- 1 facilitator
- Online or in person
- Mixed or single-gender
- No prior knowledge necessary
- Semi interactive: hand raising, polls, chat boxes, Mentimeter

1 hour
Duration

50 people
Group Size

Our seminars and keynotes offer organisations an excellent starting point to advance inclusion and equity efforts by exploring diverse perspectives on contemporary masculinities, for greater awareness and collaboration towards creating a more equitable and inclusive environment.

1. Masculinities in the Workplace:

This seminar explores the impact of modern masculinities on men's personal and professional lives. It promotes dialogue on workplaces embracing diverse masculinities, aiming for inclusive cultures that support wellbeing and authentic contributions, contributing to equitable and safer workplaces

2. Men's Role in Gender Equality:

This seminar helps men move past barriers, understand their roles in creating inclusion, and see the benefits to people of all genders and their organisation. Men can be disengaged or even defensive about gender equality, but without men initiatives are more likely to be held up or shut down.

3. Masculinities & Mental Wellbeing:

This seminar uncovers the variety of men's experiences of mental health and wellbeing. It explores how this relates to masculinities and suggests routes to addressing these issues in workplaces. Many men are facing problems with mental wellbeing - statistically, men are more likely to die by suicide, sleep rough and self-medicate, yet are also less likely to ask for help

4. Preventing Harassment In the Workplace:

This seminar takes a non-judgmental approach, while underscoring the importance of education, clear policies, and proactive intervention to foster harassment-free workplaces and a culture of dignity. Harassment is a major issue in workplaces both globally and in the UK, with serious implications for staff retention, workplace wellbeing, legal risk and loss of reputation

Business Case

Our seminars and keynotes are best suited for calendar events such as International Men's Day or wider staff learning days as conversation starters to further broaden their knowledge and interest in issues that address ongoing positive change in your organisation.

Guest Seminars



Engage, Explore, Motivate

Quick Look

- Special Guest + lead BE facilitator
- Online or in person
- Mixed or single-gender
- No prior knowledge necessary
- Semi interactive: hand raising, polls, chat boxes, Mentimeter

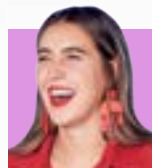
1 hour

Duration

50 people

Group Size

Our guest seminar series features expert activists and authors who provide our corporate partners additional engagement opportunities for staff on the topic of masculinities, inequality and exclusion. Working alongside Beyond Equality they share their valuable insights and experience that will help motivate staff across the year to play their role in creating change.



Gina Martin
Online Misogyny

Gina Martin (she/her) is a gender equality campaigner, writer and speaker and an advocate for creating change in communities. She is the author of two books and is a monthly contributor for Glamour UK and writes for platforms such as GQ, Vogue, Stylist, Grazia, The Telegraph, World Economic Forum among others.



Ruby Rare
How to Talk to
Kids About Porn

Ruby Rare (she/they) is an award-winning sex & relationships expert, writer, and broadcaster. Ruby is co-host of E4's Sex Rated, author of two books and has written for the Guardian, the Independent, and Glamour and has been featured on Woman's Hour and TedxLondon.



Josh Rivers
Reimagining
Masculinities

Josh Rivers (he/him) is an award winning podcaster, communications professional and public figure. He was named one of the UK's most influential communications professionals in PRWeek's Power Book 2022 & 2023, and was nominated in the Top 10 for Outstanding Contribution to LGBTQ Life at the 2023 British LGBT Awards.

Business Case

Guest Seminars are an incredible opportunity for your team to take part in engaging and provocative seminars led by experts that will kickstart or re-energise your organisation's initiatives towards EDI, staff wellbeing, engagement and participation goals.



Workshops

Workshops



Engage, Dissect, Explore

Quick look:

- 2 facilitators
- Online or in person
- Mixed or single-gender
- No prior knowledge necessary
- Discussion and activity based

2 – 3 hours

Duration

20 people

Group Size

Our workshops are designed to address some of the most common workplace barriers when it comes to culture, community and communication. Our tried and tested approach creates learning spaces that encourage participants to reflect, peer-learn and collaborate effectively in creating more inclusive workplaces.

- **Foundations of Allyship & Men's Allyship** - This workshop deepens participants awareness of social and workplace discrimination, and to recognise how they can make thoughtful contributions to equity. We know that for many allyship can be a powerful driver of inclusive workplace cultures, yet too often people are unaware of issues faced by their colleagues. Here we create space for learning, empathy and then action.
*Men's Allyship is tailored for groups of men, exploring their roles in gender equity as men.
- **Movember Speakeasy** - This workshop created in collaboration with Movember is a masterclass in starting powerful conversations. We give your team the tools and confidence to have real conversations with their coworkers that allows for vulnerability and honesty.. The session will develop techniques for active listening, curious questions.
*We are able to deliver Speakeasy workshops to large groups.
- **Bespoke Workshops** - Beyond Equality has over 10 years experience delivering training on allyship, bystander intervention, harassment prevention ,masculinities, men's mental wellbeing, privilege and power, intersectionality, gender and identity stereotypes and belonging and we can work collaboratively with you to build something tailored to your teams needs.

Business Case

Organisations committed to workplace inclusion and equity and those in processes of culture transformation would greatly benefit from these dedicated workshops, which provide highly interactive learning spaces for teams to connect, learn collaboratively and challenge one another whilst supporting your staff towards a collective goal.



MAN Programme

Training Programmes



Upskill, Develop, Embed

Quick look

- 2 senior BE facilitators
- 2-3 days total delivery time
- Cultural survey, action planning, ongoing reading/watching/listening lists
- Suitable for men in management or senior leadership
- Interactive group work and coaching

2 -3

Workshop
Days

12

Group Size

Our inclusive training programmes have been crafted and perfected to deliver and embed lasting change within organisations. Tailored to your team's needs we upskill and support men to actively lead more inclusively. We ensure they understand the root causes of exclusion, and equip them with the knowledge, skills and confidence to take long term action.

1. **Inclusive Leadership Training** - Focused on leaders within an organisation, giving them the basis for more equitable and inclusive leadership, creating a positive example for the whole organisation
2. **MAN Program: Men's Allyship Network** - Designed for men across organisations or positions within a single organisation, establishing a deep foundation for allyship, peer support and leadership.

Our programmes:

- Help men understand their experiences of privilege, fostering empathy and allowing them to make more informed decisions
- Explore intersectionality, recognising that individuals may face multiple layers of discrimination based on factors such as race, gender, disability and sexual orientation
- Develop the ability to communicate openly and empathetically about diversity and inclusion
- Provide practical skills for being an advocate for marginalised groups, including strategies for amplifying diverse voices and challenging discriminatory behaviour
- Emphasise the importance of holding oneself and others accountable for creating an inclusive environment
- Encourage the need for peer to peer check ins and support on wellbeing & mental health with other men
- Promote a culture of continuous improvement, including ongoing learning resources and action plans

Business Case

Organisations committed to larger pieces of EDI and/ or cultural development work are best suited to engage the men in their organisation in this program in order to equip their leaders to be champions of healthy workplace culture, be proactive leaders and trusted role models.

Client Testimonials

‘One of the best trainings I have been to, and one that makes me proud to work for Amazon’

Workshop Participant
Amazon



‘BE ran an incredibly powerful session for us on speaking up about how we are feeling. People felt comfortable to open up in small groups and we had some amazing feedback about what an impact the workshop had and how they were surprised at how much it made them think about things, how to get familiar with the signs when they’re struggling, communicate those and support others to do so too. I’ve personally never expressed that level of raw emotion in one of our webinars... It was a poignant reminder of the power of sharing stories and the empathy and connection it fosters.’

Izzy Hare, Deloitte Consulting Wellbeing Lead

Deloitte.

“The way I was able to link things in and understand, it helped me stop trying to fix stuff and just stand back and say how can I help rather how can I fix it... in the typical man sense.”

MAN Programme Participant
Plymouth City Council



“I knew [the seminar] had struck a chord when I walked in the room during the break afterwards and every single group of people was having a discussion on one of the themes you raised. Many of the team have since approached me with an idea of what we can do differently going forward.”

Director of Communications and Content
Sky TV



Oribiotech

amazon

sky



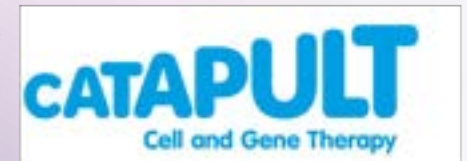
mediacom



NatWest



Ogilvy



Deloitte.

Disney

What sets us apart

Beyond Equality has 10+ years of experience of working with men in order to create and develop innovative, accessible and engaging ways to more build more inclusive workplaces.

Our unique approach is what sets us apart as a corporate training program supplier.

Here's how we're different - and better.



What We Do

- ✓ We open up conversations
- ✓ We give people the space to explore their thoughts and feelings
- ✓ We invite participants to explore where their ideas come from and why they might be harmful
- ✓ We ask individuals to think about their own roles in addressing inequality in the workplace
- ✓ We create the foundations for change through collaboration, reflection and allyship

What We Don't Do

- ✗ We don't lecture
- ✗ We don't rely on stats to tell people how they should behave or think
- ✗ We don't take a punitive approach and point fingers
- ✗ We don't give you a to-do list in terms of how to solve gender inequality
- ✗ We don't provide a one-size-fits-all plan for how to improve workplace cultures and inclusion



Panellists:



Nick Alder
Senior Client Lead,
Channel 4
(Panel moderator)



Kasey Robinson
Head of Workplaces,
Beyond Equality



Stephen Manderson
aka Professor Green
Rapper, broadcaster and
mental health advocate



Fergus Navaratnam-Blair
Vice President,
Trends and Futures,
NRG

4 Parents & Carers + 4 The Shed



Getting Started

Create Your Development Journey

Our experienced team can help you create a plan that works for your organisation.

Here is an example of how we work long term with our corporate partners:



Planning Begins

Discovery Session

- Download our brochures
- Watch our case studies

Discovery call

- Initial consultation
- Discussion of challenges and opportunities with our team

Launch Your Work

Introductory Seminars

- Schedule Intro Seminar #1
- Book Guest Seminar #2

Commence Your Journey

- Keynotes for IWD
- Event to launch Men's Health Month
- Kick-off larger BE initiative

Upskill Your Team

Workshops

- Foundations of Allyship workshops for all staff
- Optional Preventing Harassment workshops

Create cultural change

- Sessions to Upskill Selected Individuals
- Packages for Whole Team Learning and Development

Train Your Leaders

Programmes

- Create Men's Allyship Network
- Senior Leaders' Training

Effective Leadership

- Inclusive leadership programme
- Establishment of Men's Allyship Network
- Accumulation of knowledge and skills for dynamic and future proofed workplace

Long-term Support

Ongoing Support

- Consultancy and Bespoke Training Packages

Supporting Your Journey

- Expert Consultants for Professional Development
- Follow Up Training and Events

EMEA Case Study

Beyond Equality partnered with a global company across 2 years, to deliver a series of allyship workshops and leadership training across the EMEA region.

The organisation came to Beyond Equality requiring a structured approach to engaging leaders and teams in meaningful change. The project was the design and implement a programme that resonated with the organisation's values and had the flexibility to be delivered globally, both online and in-person.

Beyond Equality delivered a series of keynotes, panels and bespoke seminars, followed by a rollout of a tailored “Foundations of Allyship” workshops over 27 countries. The programme won executive endorsement.

We still work with them today.

45

Senior Leaders
Engaged

100+

Workshops
Delivered

2

Years of
partnership



“This was such a thought-provoking session. Often with similar events in the workplace, you forget about them once you’ve left the session, but this one stuck with me. I couldn’t stop talking about it – I think everyone should have an opportunity to participate in something similar”

Workshop participant, HR Team





Plymouth Case Study

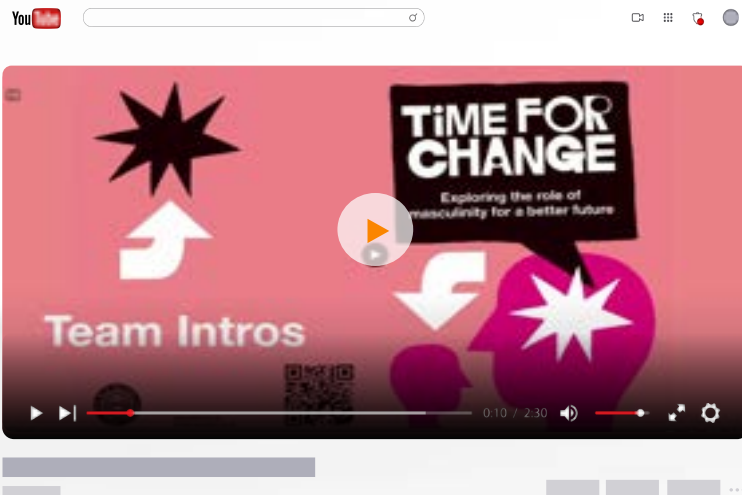
Beyond Equality partnered with Plymouth City Council to create impactful community leaders and advocates for men's allyship to prevent violence against women and girls, supported by Safer Streets Funding from the Home Office.

Plymouth wanted to do a city-wide intervention to prevent violence against women and girls. They knew that they needed men to be actively involved, and so started a program to identify and train a group of men who could lead this within the community.

A group of men were recruited who could lead this work in Plymouth across different sectors, ranging from education to emergency services, to policing, to professional and amateur sport, to scouting and youth work. They completed our MAN Programme and some bespoke training to co-develop an introductory seminar for them to present locally.

These men founded, 'MAN Culture', to train other men and to raise awareness of the need for men to be allies to prevent violence against women and girls. In 2023 they held a conference at Plymouth-Argyle FC to amplify the dialogue on men's allyship.

They are still active today.



Our Impact
Click the link to hear testimonials from the MAN Program participants.

1

Entire city team of men working across the community

5

Days of Training

Public Relations

Our thought leadership gains recognition on global media stages.

From thought-provoking discussions on Times Radio, in-depth articles in The Guardian, or inspirational talks on TEDx. We are proud to have been featured in prestigious industry publications and media outlets.

Television



Print Media



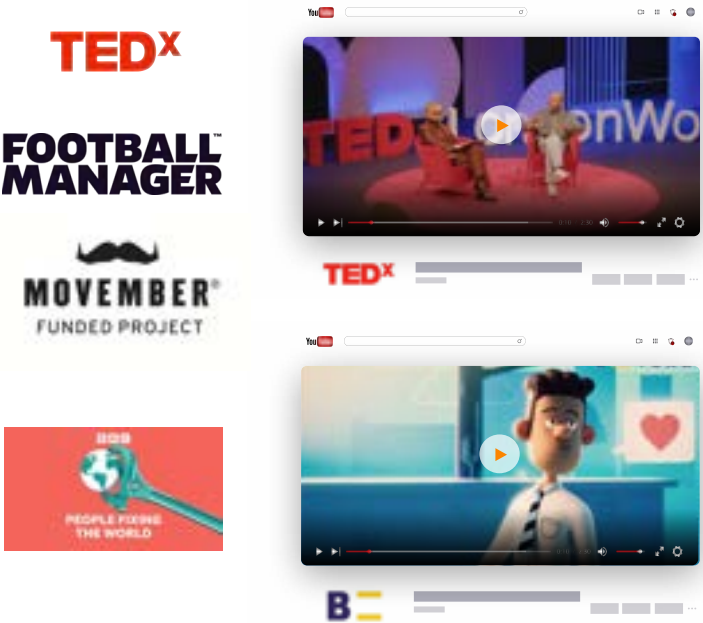
Radio



Magazines



Events & Documentaries



Partner with Beyond Equality

Drive Lasting Change Through Your CSR Strategy

Collaborating with Beyond Equality allows your organisation to go beyond traditional diversity efforts. Together, we can:

- Promote gender equality
- Challenge harmful stereotypes
- Foster inclusive, equitable cultures

Your partnership demonstrates a visible commitment to social impact, equity, well-being, and safer communities.

Amplify Your Impact

Sponsorship of Beyond Equality's community programs helps us:

- Deliver outreach in schools, colleges, and universities
- Expand preventative education and advocacy
- Equip the next generation to lead change

This can form a cornerstone of your Social Impact Report, showcasing your role in driving long-term cultural transformation.

Ways to Support

- ✓ **Sponsorships & Funding** – Support programs in schools, universities, and community spaces
- ✓ **Employee Volunteering** – Engage teams in meaningful, values-driven activities
- ✓ **Fundraising & Donations** – Organise events that strengthen community and employee connection

Our Growing Impact

Your support amplifies our mission to advancing workplace equality and enhance youth wellbeing.

In the 24/25 academic year, we delivered:

1



623

School Workshops

2



To over

49

UK Schools

3



162

University workshops

4



Over

£100,000

contributed by our workplace projects

Next Steps

If you're ready to discover innovative and engaging ways to create inclusive organisations, Beyond Equality's experts are on hand to help you.

1. Book A Discovery Call

Use our website contact form at www.beyondequality.org
Or email Kasey Robinson directly at kasey@beyondequality.org

2. Outline Your Goals

On a 30-minute discovery session with our experts

3. Get Started

Experience the evolution of your organisation's cultural norms through participation in dynamic, evidence-based workshops, seminars, training sessions, and more.

Pricing Guide

	Pricing for Standard Audience	Pricing for Leadership Teams	Notes
Foundational Seminar	from £1500	-	Additional fee for video recording, Q&A, group above 50 people, or to request senior BE leader
Guest Seminar	£2500	-	Additional fee for video recording, Q&A, group above 50 people
Bespoker Keynote or Event	from £5000	-	Delivered by BE Director level
Allyship Workshops	£2000	£2500	Delivered by two team members
Speakeasy Workshop	£1940	-	Additional fee for a group above 50 people. Discount for online workshop
Bespoke Workshops	from £2500	£5000	Created upon request
MAN Programme	£10,000	£18,000	Only delivered in person

All our prices are excluding VAT, travel and expenses if relevant.

Beyond Equality has a range of other consultancy, resource development and training services, which can be costed upon request.

The Workplaces Team

Our Workplaces Team is the driving force behind our mission to embed equality and respect in professional environments. With a diverse set of skills and backgrounds, our team brings unique insights and proven strategies to tackle the complex issues of gender equality and cultural change in the workplace.



Kasey Robinson, MSc
Head Of Workplaces

- Experienced educator and facilitator
- Inclusion and anti racism consultant for major national and international organisations and companies
- Learning Design consultant for Amnesty UK, UNHCR, Bloody Good Period and Young Minds UK
- MSc in Gender, LSE



Ben Hurst
Director of Facilitation

- 3 x TEDx speaker and host of top-rated podcast
- Spearheaded the ACET Esteem's Boys Project
- Extensive experience in coordinating projects across Europe and the UK
- Diversity, equity, and inclusion consultant to Virgin, Sky, Travers Smith, Burberry and Soho House



Jayne Ashby
Partnerships Manager

- Personal Development Specialist
- Change Coach and Mentor
- Developed brand partnership campaigns for 20th Century Fox, Kellogg's, 3M, and Merlin Entertainments.



Dr Daniel Guinness
CEO, Managing Director

- PhD in Cultural Anthropology (University of Oxford)
- Published in research journals on the topic of masculinities
- Former professional rugby player
- 2020 Agents of Change List, Management Today Women's Business Council, UN Women UK

B EQUALITY YOND

We have an evolving collection of information about our company and programmes. If you would like further details, or to book a discovery call, please contact **Kasey Robinson** on the details below.

Contact

✉ kasey@beyondequality.org

🌐 www.beyondequality.org

